

# SUSTAINABLE RETURNS THROUGH SOUND INVESTMENTS AND INNOVATIVE STRATEGIES

Our vision demonstrates what we aim to achieve, while our mission defines our DNA and what we stand for. They form the cornerstone of our strategic intent and commitment to stakeholders

## OUR VISION

BECOME A LEADING REGIONAL REAL ESTATE DEVELOPER AND MANAGER THAT CREATES MEMORABLE EXPERIENCES AND VALUE FOR OUR CUSTOMERS AND SHAREHOLDERS.

## OUR MISSION

PLACE OUR CUSTOMERS FIRST BY EMBEDDING SUSTAINABILITY, QUALITY, TECHNOLOGY AND INNOVATION IN EVERYTHING WE DO.

## OUR VALUES

### CUSTOMER CENTRICITY

We engage and deliver an exceptional customer journey.

### DIVERSE & INCLUSIVE

We value diversity and treat everyone with respect, inclusiveness and dignity.

### AGILE

We are responsive, dynamic and committed.

### INNOVATIVE

We differentiate ourselves by going above and beyond in everything we do.

### COLLABORATIVE

We are one team. We work together across boundaries to achieve our mutual objectives.

## FINANCIAL HORIZON

MAXIMISE SHAREHOLDER VALUE

GROW PROFITS AND ENHANCE MARGINS

EXPAND AND DRIVE SUSTAINABLE GROWTH

## CUSTOMER VALUE PROPOSITION

WE ARE A TRUSTED REAL ESTATE COMPANY...

THAT CREATES MEMORABLE EXPERIENCES...

WHICH YIELD SUSTAINABLE RETURNS.

## OUR STRATEGIC THEMES



FINANCIAL HORIZON



OPERATIONAL EXCELLENCE



CUSTOMER CENTRICITY



GROWTH AND EXPANSION



PEOPLE, INNOVATION, SUSTAINABILITY, AND DIGITAL TRANSFORMATION